



**FOR IMMEDIATE RELEASE**

**DAVE KELLER TO SPEAK AT BENEFITS SELLING EXPO 2009**

**BLOOMINGTON, Minn. – March 13, 2009** – IHC Health Solutions announced today that Dave Keller will speak at the 5<sup>th</sup> Annual Benefits Selling Expo held April 1-3, 2009, in Austin, hosted by Benefits Selling magazine.

Dave's presentation, "Segmentation, from Gilligan to Thurston Howell," illustrates how customer segmentation can help agents increase their sales effectiveness. Using characters from "Gilligan's Island," Dave will examine the key differences among five customer segments as he explains how to build a brand and develop a selling strategy that addresses the unique needs of each. Dave's presentation will take place at the Renaissance Austin Hotel on Friday, April 3 at 9:30 a.m.

Benefits Selling Expo is dedicated to educating benefits brokers and agents. The three-day conference and expo includes education tracks covering sales strategies, industry trends and market research for the benefits industry. Benefits Selling Expo also educates brokers on the sales and marketing issues brokers face in today's rapidly changing climate.

"A big part of the success of our Expo is the presence of industry leaders such as Dave Keller. We focus on providing innovative education sessions that prepare brokers for the changing landscape of the benefits industry," said Denis Storey, editor of *Benefits Selling*.

For more information about IHC Health Solutions, visit [www.thinkihc.com](http://www.thinkihc.com).

***About IHC Health Solutions***

IHC Health Solutions, Inc. provides sales and marketing support for individual and family major medical, dental, employer group major medical, short-term medical, limited benefit medical, group life and disability, and dental insurance products from top-rated insurance companies. Headquartered in Bloomington, Minn., IHC Health Solutions has operations offices in Boise, Idaho; Fergus Falls, Minn.; and Columbus, Ohio.

IHC Health Solutions is a member of the IHC Group, an insurance organization composed of Independence Holding Company (NYSE: IHC) and its member companies ([www.ihcgroup.com](http://www.ihcgroup.com)). Each insurance carrier in the IHC Group has a financial strength rating of "A-" (Excellent) from A.M. Best Company, Inc. Collectively, the companies in the IHC Group provide insurance coverage to more than one million individuals and groups.

**CONTACT INFO:**

Colleen McGuire  
Vice President of Communications  
952-746-6617  
[colleen.mcguire@thinkihc.com](mailto:colleen.mcguire@thinkihc.com)